

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2019/2020

BMK2824 – CONSUMER BEHAVIOUR

(All sections / Groups)

19 OCTOBER 2019
2:30 p.m. – 4:30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO (2)** pages (excluding the cover page) with **FOUR (4)** questions only.
2. Attempt all **FOUR (4)** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Attempt all FOUR (4) questions.

Question 1

Drinking bubble tea has become a lifestyle for a majority of the millennials. A growing number of millennials are hooked to the obvious tea craze amongst their friends and social media.

In the context of Malaysia, Tealive has more than 200 stores nationwide, aspiring to open 1,000 stores worldwide by year 2020 (Business Insider, 2019). Taking into account of this uphill trend, how would you, an owner of a new tea café influence prospective customers through the **FIVE (5)** sensory stimuli?

(25 marks)

Question 2

Each purchase decision may have some kind of perceived risk (a belief that the purchase potentially could have negative consequences). Name **FIVE (5)** perceived risks, indicate the kinds of consumers most vulnerable to each risk, and indicate the types of purchases most sensitive to each.

(25 marks)

Question 3

Word-of-Mouth (WOM) is a two-edged sword that cuts both ways for marketers. Informal discussions among consumers can make or break a product or a store.

Explain **THREE (3)** main classifications of WOM. How does WOM affect companies?

(25 marks)

Continued...

Question 4

Majority of consumers go through a sequential decision-making process before they would purchase a product/service. Suppose you are a marketing manager for a newly opened 5 star restaurant in Pavillion Kuala Lumpur, you will need to consider all aspects of enticing new customers to visit your restaurant.

Explain **FIVE (5)** stages in the consumer decision-making process of your prospective customers with relevant scenarios.

(25 marks)

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